



the  
of

FCAAP

# FUTURE 2024

PEDIATRIC PRACTICE

DISNEY'S YACHT & BEACH CLUB RESORTS | ORLANDO, FL  
AUGUST 30 - SEPTEMBER 1, 2024

## PARTNER WITH FCAAP

### REACH PEDIATRIC HEALTH CARE PROVIDERS

FCAAP is one of the largest chapters of the American Academy of Pediatrics and our annual conference, The Future of Pediatric Practice (FPP), continues to set the benchmark for excellence.

Partnering with FCAAP is a proven strategy to market your brand, products, and services to pediatric health care professionals who recognize and appreciate businesses and organizations that support pediatrics.

Your partnership shows your commitment to the highest standards of pediatric care, your recognition of the importance of quality continuing education opportunities in pediatrics, your interest in distinguishing yourself as a leader in pediatric health care, and your commitment to ensuring access to quality health care for all children.

Expand your reach and commitment to pediatrics by joining us this Labor Day weekend and help FCAAP improve the future of pediatrics!

**REVIEW THE FULL PROSPECTUS FOR THE CONFERENCE DETAILS, PARTNER PACKAGES, EXTRA MAGIC ITEMS, DEADLINES, AND REGISTRATION DETAILS.**

Florida Chapter of the American Academy of Pediatrics, Inc.

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)

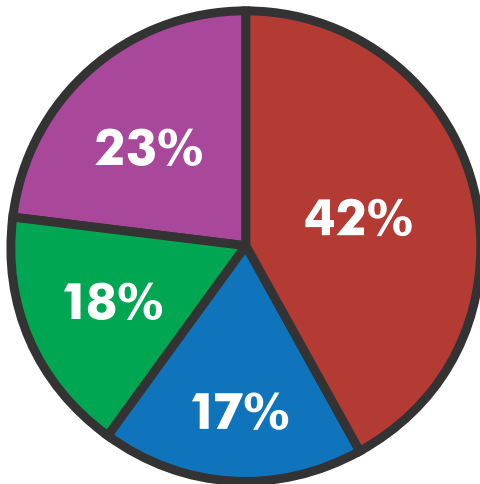


# CONFERENCE DETAILS

**FPP2024**  
CONFERENCE PARTNER PROSPECTUS

## WHO ATTENDS THE CONFERENCE?

In recent years, FPP has hosted between 400 and 900 attendees in-person or virtually. The 2023 conference had participation from more than 475 attendees.



**PHYSICIANS: 42%**

**RESIDENTS: 18%**

**MEDICAL STUDENTS: 17%**

**OTHER PEDIATRIC PROFESSIONALS: 23%**  
INCLUDING ALLIED HEALTH PROFESSIONALS  
AND PRACTICE ADMINISTRATORS

## WHAT IS BEING PRESENTED?

FPP2024 has something for everyone, including presentations on behavioral health, transition of care, medication management, infectious diseases, asthma, climate change, and cancer, and workshops on practice management, microaggressions, and breastfeeding. It also includes a competitive resident forum and a medical student research forum. Visit the conference website for the full agenda.

## WHAT ARE THE ADVERTISING OPTIONS?

Partnering with FPP2024 offers advertising options before, during, and after the conference.

The [Conference Program](#) provides attendees with an easy way to access all conference information throughout the event. Program Ads ensures your information is in the hands of attendees for the entire weekend!

The [Florida Pediatrician](#) is FCAAP's peer reviewed journal, published quarterly and shared with more than 2,500 professionals. The Fall Edition highlights FPP, sharing the research presented by medical students from around the country and initiatives presented by Florida pediatric residents.

The [FCAAP News](#) is FCAAP's monthly newsletter and is an effective way to reach your target audience outside of the conference. FCAAP members receive the latest updates on policy, practice tips, legislative reports, and educational opportunities.

The [FCAAP Connection](#) is a mid-month e-newsletter featuring important updates and reminders from the fast-moving world of pediatrics. Limited advertising spots ensure your message is seen.

**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)



# CONFERENCE DETAILS

**FPP2024**  
CONFERENCE PARTNER PROSPECTUS

## TELL ME ABOUT THE EXHIBIT HALL!

Attendees will visit the Exhibit Hall multiple times a day for refreshments, meals, presentations, activities, and networking. All partner packages include a booth space in the Exhibit Hall. Partners may select their preferred booth location! Booth assignments will be made on a first-registered, first-to-choose basis – so register early!

Booth load-in and setup will be available beginning at 11:00am on Friday, August 30. Thursday evening setup may be available by request. Load-in must be complete by 1:00 PM and setup must be complete by 3:00 PM. The Exhibit Hall will be open to conference attendees between 4:00 PM and 7:30 PM on Friday, August 30, between 7:45 AM and 2:30 PM on Saturday, August 31, and between 7:30 AM and 11:30 AM on Sunday, September 1.

## WILL I GET TO INTERACT WITH ATTENDEES?

Yes! Partners will get to visit with attendees during scheduled meals and breaks throughout the 3-day event. Conference attendees will earn raffle entries by completing tasks like speaking with representatives at the partner booths and participating in partner-sponsored activities. Partners and attendees can also interact through messaging in the event app. All registered partners have the option to purchase Lead Capture licenses for easy badge scanning to collect attendee data.

## CAN I GIVE A COMPANY PRESENTATION OR DO A PRODUCT DEMO?

The **PRESENTING PARTNER** package includes a 30-minute non-accredited presentation during the luncheon on Saturday. By hosting the product theater inside the Exhibit Hall, the partner will have the freedom to discuss the benefits of their product, service, or technique. Only one Presenting Partner package is available.

There are 2 **SPONSORED SYMPOSIUM** opportunities during the conference. A two-hour dinner spot on Saturday evening and a 90-minute luncheon spot on Sunday afternoon provide ample time to connect with attendees over a meal and host a presentation on the benefits of the symposium sponsor's product or service. Reception space is also available on Saturday evening for organizations wanting to connect with attendees without a formal meal or presentation. Contact Alicia Adams, at [AADAMS@FCAAP.ORG](mailto:AADAMS@FCAAP.ORG) for more information.



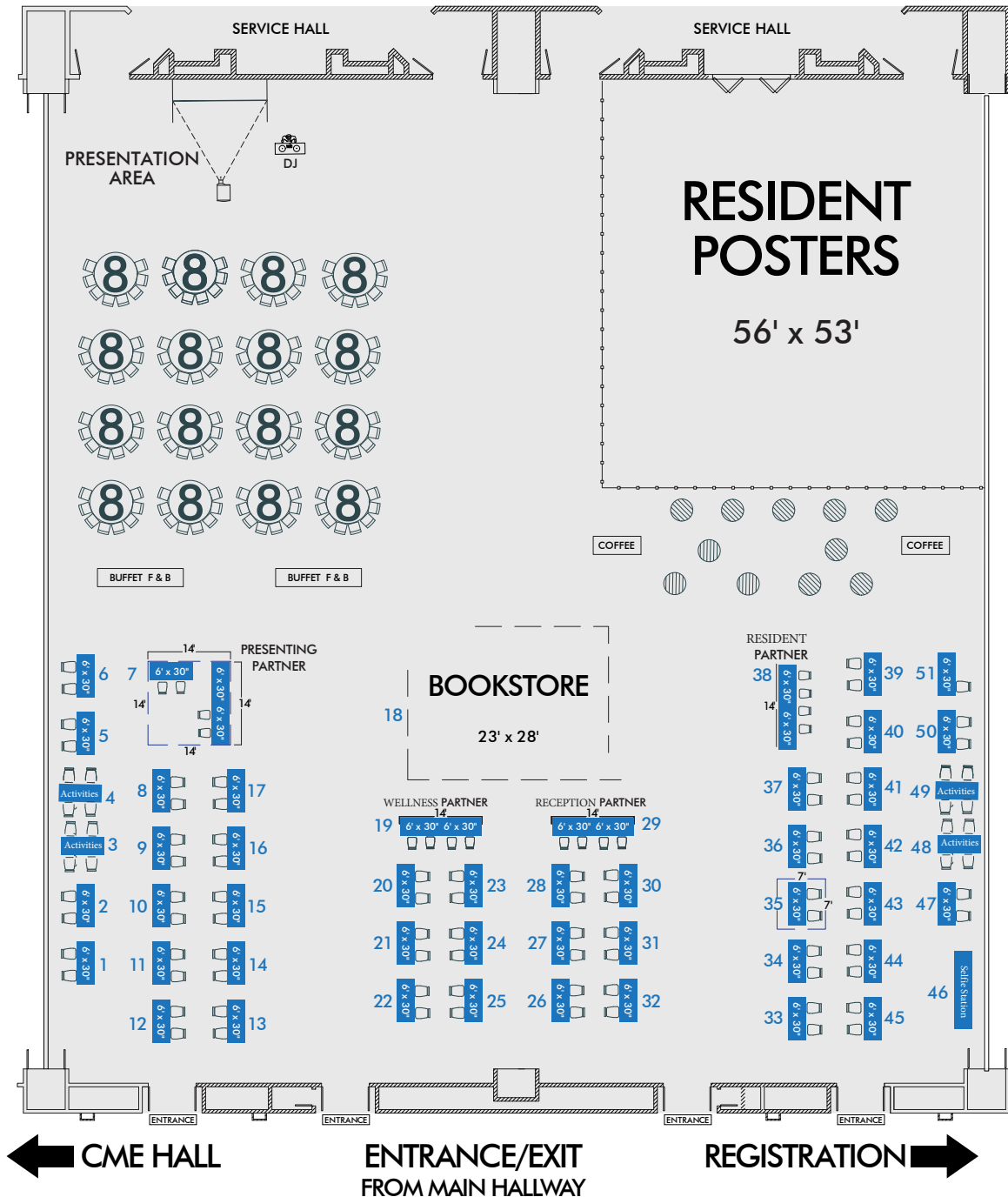
**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)

## FPP2024 EXHIBIT HALL



**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)





# PARTNERSHIP DETAILS

**FPP2024**  
CONFERENCE PARTNER PROSPECTUS

## PRESENTING PARTNER : \$25,000

– 1 PARTNERSHIP AVAILABLE –

- 14x14 Booth for 4 representatives & 1 presenter
- 2 individual attendee tickets for the partner to gift to a client or prospective client
- 30-minute lunch presentation on Saturday
- Logo and recognition as Presenting Partner at the main event photo station
- Full page ad in the Conference Program, 4 editions of FCAAP News, and 1 edition of the Journal; Banner Ad in 1 edition of the FCAAP Connection
- A branded landing page on the conference website
- Inclusion on the rotating banner of the conferences's virtual attendee hub and on the mobile app splash screen
- 1 item in attendee bags
- Logo on signs at the registration desk during the conference, on attendee bags, and on the home page of the event website
- One branded email about the Saturday lunch product theater, sent to conference registrants 3-7 days before the conference
- A banner ad on the FCAAP.ORG website for one month and one month of the FCAAP Vidcast
- Participation in FCAAP's Partner of the Month program, highlighted in September 2024
- Attendee names and mailing addresses post-conference (subject to agreement to a one-time use)



**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)

## **FAMILY RECEPTION PARTNER : \$12,000**

– 1 PARTNERSHIP AVAILABLE –

- 14x7 Booth for 3 representatives
- Logo and recognition as Presenting Partner at the main event photo station
- 1/2 page ad in the Conference Program and 3 editions of FCAAP News; Banner Ad in 1 edition of the FCAAP Connection
- 1 item in attendee bags
- Signage throughout the family reception space
- Optional Booth at family reception
- An ad in one email about the reception, sent to conference registrants 15-30 days before the conference
- Participation in FCAAP's Partner of the Month program, highlighted in November 2024
- Attendee names and mailing addresses post-conference (subject to agreement to a one-time use)



**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)



# PARTNERSHIP DETAILS

**FPP2024**  
CONFERENCE PARTNER PROSPECTUS

## WELLNESS PARTNER : \$10,000

– 1 PARTNERSHIP AVAILABLE –

- 14x7 Booth for 3 representatives
- 1/2 page ad in the Conference Program and 2 editions of FCAAP News
- 1 item in attendee bags
- Signage in Wellness activity space (as space allows)
- Optional mini booth at wellness activities (as space allows)
- An ad in one email about the Wellness activity, sent to conference registrants 15-30 days before the conference
- Participation in FCAAP's Partner of the Month program, highlighted in October 2024
- Attendee names and mailing addresses post-conference (subject to agreement to a one-time use)

## RESIDENT PARTNER : \$8,000

– 1 PARTNERSHIP AVAILABLE –

- 14x7 Booth for 2 representatives
- Signage in resident activity spaces
- Logo on Resident Winner Certificates
- 1/4 page ad in the Conference Program, 2 editions of FCAAP News, and 1 edition of the Journal; Banner Ad in 1 edition of the FCAAP Connection
- 1 item in attendee bags + 1 item in resident winner bag
- Attendee names and mailing addresses post-conference (subject to agreement to a one-time use)



**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)





# PARTNERSHIP DETAILS

**FPP2024**  
CONFERENCE PARTNER PROSPECTUS

## **GOLD PARTNER : \$5,000**

– 16 PARTNERSHIPS AVAILABLE –

- 7x7 Booth for 2 representatives
- 1/4 page ad in the Conference Program and 2 editions of FCAAP News
- 1 item in attendee bags
- Attendee names and mailing addresses post-conference (subject to agreement to a one-time use)

## **BRONZE PARTNER : \$2,500**

– 25 PARTNERSHIPS AVAILABLE –

- 7x7 Booth for 2 representatives



**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)

### EXTRA MAGIC!

All Extra Magic sponsorships will be recognized on the Partner Page of the FPP2024 website, in the Conference Program, and on signs at the conference. Extra Magic sponsorships tied to specific events/activities at the conference will also be recognized on the agenda.



### VIRTUAL ATTENDEE MAILER – 1 available | \$1,750

Bring the physical senses of the conference to virtual attendees by sponsoring the Virtual Attendee Mailer. Each virtual attendee will receive a packet of goodies in the mail after the conference. The Sponsor will have the exclusive opportunity to include a special message and extra item in the packet received by all virtual attendees.

\*all items must fit in a flat rate envelope/small box.



### WIFI – 1 available | \$3,500

Sponsor the Wi-Fi for the entire event and be the first thing attendees see when they login. The Sponsor's name and logo will be on the Wi-Fi Splash Page and on WiFi info cards given to all attendees. The Sponsor's name will be included in the WiFi password and attendees will be automatically directed to your website after logging in.



### BREAK - 3 available (Friday, Saturday, Sunday) | \$1,250

Keep attendees alert and engaged by sponsoring coffee and snack breaks during the conference. Each day includes dedicated time for attendees to rest and refuel in the Exhibit Hall, separate from the scheduled meals. Select a day to sponsor and your name will be in front of attendees with recognition of your sponsorship in the Conference Program and on tabletop displays throughout the Exhibit Hall beginning with the first break of the day.



### BREAKFAST - 2 available (Saturday & Sunday) | \$1,250

Help attendees start their day right with a nutritious breakfast. The Breakfast Sponsor will be recognized on tabletop displays throughout the Exhibit Hall throughout the breakfast hour.

**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)





# PARTNERSHIP DETAILS

**FPP2024**  
CONFERENCE PARTNER PROSPECTUS

## EXTRA MAGIC!



### DAILY PASSPORTS – 1 Available | \$1,250

Each day attendees receive a Daily Passport that includes a different set of activities to complete in the Exhibit Hall. Completed passports are submitted for a chance to win a prize. The Sponsor's name, logo, and website will be included on both the daily passports and the collection case.



### RAFFLE TICKETS – 1 Available | \$1,000

Attendees earn raffle tickets by participating in activities throughout the conference, turning them in for a chance to win a prize. The Sponsor's name and logo will be included on the collection case and hundreds of tickets.



### CONFERENCE PROGRAM - 1 Available | \$2,500

Each full-color printed conference program will feature your full-page ad on the back cover, keeping your name in front of attendees throughout the event.



### CONFERENCE LANYARDS - 1 Available | \$1,450

Build brand exposure by having your logo or name included on each lanyard worn by attendees throughout the event.

**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)



# PARTNERSHIP DETAILS

**FPP2024**  
CONFERENCE PARTNER PROSPECTUS

## EXTRA MAGIC!



### HAND SANITIZER STATIONS – 2 Available | \$250

Placed in high-traffic areas, the Sponsor's logo will be seen by attendees every time they sanitize their hands.



### CONFERENCE PROGRAM ADS – Unlimited \$450 per ¼ page ad

Purchase ad space in the full-color printed conference program to have your brand seen by attendees throughout the event. Purchased ad spots can be combined to create larger ads in the program.



**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)



# REGISTRATION DETAILS

**FPP2024**  
CONFERENCE PARTNER PROSPECTUS

## HOW TO REGISTER:

Register as a partner on the FPP2024 website: [FUTUREOFPEDIATRICS.ORG](https://FUTUREOFPEDIATRICS.ORG).

Have questions? Contact FCAAP Executive Director Alicia Adams, at [AADAMS@FCAAP.ORG](mailto:AADAMS@FCAAP.ORG).

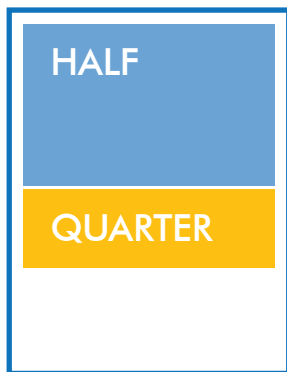
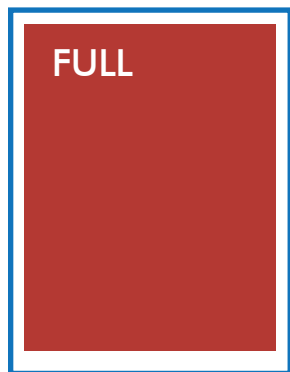
## REFUND POLICY:

Partners may cancel their registration for a full refund, less a 15% processing fee, before June 1, 2024. No refunds will be offered for cancellations or modifications after June 1, 2024.

## ADVERTISING SPECIFICATIONS AND DEADLINES:

### BRANDED ITEMS

Partners including a logo on co-branded conference items (such as a bag, pen, toy, etc.) must submit their logo in vector format to FCAAP Executive Director Alicia Adams, at [AADAMS@FCAAP.ORG](mailto:AADAMS@FCAAP.ORG) no later than July 1, 2024.



### CONFERENCE PROGRAM

Ads must be submitted in the format specified to John Horne at [jhorne@fcaap.org](mailto:jhorne@fcaap.org) no later than July 1, 2024.

We cannot guarantee that ads received after this date will be included.

All measurements are in inches; all positions are full-color; bleed accepted. Trim is identical to ad size; minimum 150dpi.

Preferred formats: vector, PDF

FULL PAGE 8W x 10.5H

HALF PAGE 8W x 5.05H

QUARTER PAGE 8W x 2.45H

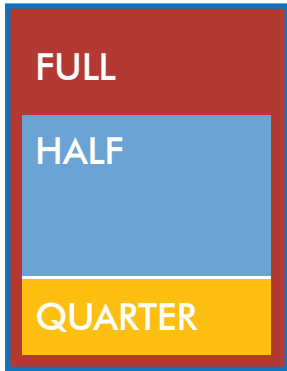
**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](https://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)

## ADVERTISING SPECIFICATIONS AND DEADLINES (CONTINUED):



### THE FLORIDA PEDIATRICIAN

Ads must be submitted in the format specified to John Horne at [jhorne@fcaap.org](mailto:jhorne@fcaap.org) one month before the publication date of the selected issue. Journal ads must be published by January 2025; ads will not be accepted after December 1.

The publication dates through January 2025 are as follows:

- Apr 2024 (submit by Mar 1)
- Jul 2024 (submit by Jun 1)
- Oct 2024 (submit by Sep 1)
- Jan 2025 (submit by Dec 1)

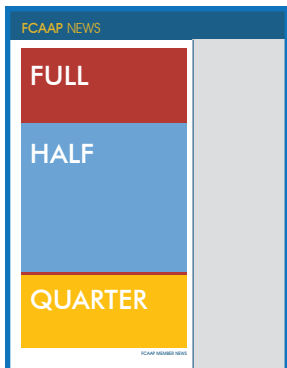
All measurements are in inches; all positions are full-color; bleed accepted.

Trim is identical to ad size; minimum 150dpi. Preferred formats: TIF, PDF

FULL PAGE 8W x 10.5H

HALF PAGE 8W x 5.05H

QUARTER PAGE 8W x 2.45H



### THE FCAAP NEWS

Ads must be submitted in the format specified to John Horne at [jhorne@fcaap.org](mailto:jhorne@fcaap.org) by the 15th of the previous month (example: ads for inclusion in the November 2024 newsletter must be received by October 15, 2024). All ads must be published before December 31, 2024.

New ads will not be accepted after November 15, 2024.

All measurements in inches; all positions full-color; bleed accepted. An embedded URL is permitted. Trim is identical to ad size. Min 150dpi. Preferred formats: PNG, PDF

FULL PAGE 5.25W x 9.2H

HALF PAGE 5.25W x 4.54H

QUARTER PAGE 5.25W x 2.2H



### FCAAP CONNECTION

Ads must be submitted in the format specified to John Horne at [jhorne@fcaap.org](mailto:jhorne@fcaap.org) on the first day of the month of the selected issue.

Images must be 72dpi. An embedded URL is permitted. Preferred formats: PNG, JPG

BANNER AD 750PX x 235PX

**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

[fcaap.org](http://fcaap.org) | [facebook.com/FloridaChapterofAAP](https://facebook.com/FloridaChapterofAAP) | [twitter.com/FloridaAAP](https://twitter.com/FloridaAAP) | [instagram.com/floridaaap](https://instagram.com/floridaaap)

[linkedin.com/company/floridaaap](https://linkedin.com/company/floridaaap) | [youtube.com/FloridaChapterAAP](https://youtube.com/FloridaChapterAAP)